

FCC 388

DTV Quarterly Activity Station Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must be submitted for each quarter in which a station has DTV Transition education obligations.

Station Call Sign(s)

WSAZ

Report reflects information for quarter ending (mm/dd/yy)

0	3	3	1	0	8
---	---	---	---	---	---

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐

Option One (A and D)

☒

Option Two (B and D)

☐

Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒

Yes

☐

No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒

Yes

☐

No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream.

Call Sign WSAZ	Channel Numbers	Community of License			
	Analog 3 <input checked="" type="checkbox"/>	City	State	County	Zip Code
	Digital 23 <input checked="" type="checkbox"/>	HUNTINGTON	WV	CABELL	25701
Licensee GRAY TELEVISION LICENSEE, INC					
Above, check the Channel Number(s) to which this form applies.		Nielsen DMA 65	World Wide Web Home Page Address www.wsaz.com		
Facility ID Number 36912	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy) 1 0 0 1 1 2			

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐

Yes

☐

No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐

Yes

☐

No

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition- related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

289

Total 5:00 a.m. to 1:00 a.m. CSTs

0

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

42

Total 6:00 a.m. to 9:00 a.m. CSTs

0

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

23

Total 6:00 p.m. to 11:35 p.m. CSTs

0

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments (add additional sheets where necessary):

The information listed above includes both voluntary and required DTV Education efforts.

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

100 -Day Countdown Eligible Pieces - Last Quarter Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

_____ *Graphic Displays*

_____ *Animated Graphics*

_____ *Graphic and Audio Displays*

_____ *Longer Form Reminders*

Comments (add additional sheets where necessary):

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐

Yes

☐

No

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

Attached

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☐ Yes ☐ No

Comments (add additional sheets where necessary):

Additional DTV Outreach Efforts -- Last Quarter Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):

Attached

☐ Community Events

Comments (add additional sheets where necessary):

☒ Other (describe)

Comments (add additional sheets where necessary):


Attached

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):

STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing Aaron J. Withrow	Typed or Printed Title of Person Signing WSAZ Chief Engineer
Signature 	Date 04-09-08

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

FCC NOTICE REQUIRED BY THE PAPERWORK REDUCTION ACT

We have estimated that each response to this collection of information will take 3 hours. Our estimate includes the time to read the instructions, look through existing records, gather and maintain required data, and actually complete and review the form or response. If you have any comments on this estimate, or on how we can improve the collection and reduce the burden it causes you, please write the Federal Communications Commission, AMD-PERF, Paperwork Reduction Project (3060-1115), Washington, D. C. 20554. We will also accept your comments via the Internet if you send them to pra@fcc.gov. Remember - you are not required to respond to a collection of information sponsored by the Federal government, and the government may not conduct or sponsor this collection, unless it displays a currently valid OMB control number or if we fail to provide you with this notice. This collection has been assigned an OMB control number of 3060-1115.

THE FOREGOING NOTICE IS REQUIRED BY THE PAPERWORK REDUCTION ACT OF 1995, P.L. 104-13, OCTOBER 1, 1995, 44 U.S.C. 3507.

Section D

Additional DTV On-air Initiatives - Last Quarter

Comments

1/07/08 Story on digital television on Midday
1/07/08 Story on First at Five about coupons
1/28/08 Story on First at Five - Consumer Reports: Digital
Television
2/14/08 Story on First at Five about digital coupons.
1/07/08 Story on digital television on Midday

Section D Additional DTV Outreach Efforts - Last Quarter

Comments

Speaking Engagements Comments (add additional sheets where necessary):

01-28-08 Scott Saxton and Aaron Withrow Spoke at the Huntington
Rotary meeting in Huntington WV about the Digital Television
Transition
02-12-08 Don Ray and Aaron Withrow Spoke at the WV Association of
Counties meeting in Charleston WV about the Digital Television
Transition
03-05-08 Don Ray and Aaron Withrow Spoke at the Charleston
Vandalia Rotary Club in Charleston WV about the Digital Television
Transition
03-10-08 Scott Saxton and Aaron Withrow Spoke at the Charleston
Rotary Club in Charleston WV about the Digital Television
Transition

Other (describe) Comments (add additional sheets where necessary):

WSAZ Home and Garden Show 03-07-08 To 03-09-08
03-07-08 Aaron Withrow Spoke with viewers and consumers at the
DTV education booth at the WSAZ Home and Garden Show

03-08-08 Aaron Withrow and Jack Deakin Spoke with viewers and
consumers at the DTV education booth at the WSAZ Home and Garden
Show

03-09-08 Jack Deakin Spoke with viewers and consumers at the DTV
education booth at the WSAZ Home and Garden Show

Does your station have a Website?

<http://www.wsaz.com/thesource/misc/2441702.html>

Website Comments

- Videos on DTV conversion – showing roof top antenna's, converter box, local news stories about the conversion
- Links to:
 - DTV Answers, NTIA – Converter Box Coupon Program
 - Consumers Electronics Retailers Association DTV transition information
 - FCC- DTV Information link, Consumer Facts link, and the “contact FCC” link
 - Antennas' Direct
 - DTV2009.com and the toll free telephone numbers for convert box coupon information and application
- Consumers Report Education link about the difference between DTV sets,
- NAB “DTV Deputy Quiz”
- Countdown clock to February 17, 2009 11:59:59PM
- Promotion of our DTV demonstration during the WSAZ Home & Garden Show March 7, 8 & 9, 2008
- 12 question Q&A on DTV
- Link to WSAZ Engineering Department for questions.
- Updates on FCC decisions

Media - Announcements and Zero Value Spot Placement Report

Parameter Name	Parameter Value
Spot Options	Both Announcements and Zero Dollar Spots
Station(s)	WSAZ - (NBC) Huntington (WSAZ)
Category (Announcements)	<All Categories>
Category (Spots)	<All Categories>
Category (Announcements & Spots)	HUB-PROMO
Start Date	01/01/08
End Date	03/31/08
Media Filter	, ISCI: DTV, Len: :30
Section Level(s)	<All Sections>
Level 1 Grouping	Agency
Level 2 Grouping	Advertiser
Level 3 Grouping	<None>
Page Break After Groups	<No Page Breaks>
Sort Order 1	Agency
Sort Order 2	Broadcast Date
Sort Order 3	ISCI
Show Details	Yes
Display Estimated Value	No
Display Program Revenue Summary	No
Include \$0 orders in AUR	No
Media Description	Default (Media Description) with Contract Details

When pulling both \$0 spots and announcements, an announcement on a contract with a \$0 rate will show as a \$0 spot and not as an announcement. The same spot, however, will show as an announcement on an announcement only report, and as a \$0 spot on a \$0 spot only report.

The AUR's are rounded to the nearest \$, consequently the sum of the individual AUR's in a group may not exactly match the group's AUR.